

# VIRGINIA MAIN STREET SUMMER TOOLKIT:

Entrepreneurship and Downtown:  
Supporting and Fostering Local Entrepreneurs



## ENTREPRENEURSHIP AND DOWNTOWN: SUPPORTING AND FOSTERING LOCAL ENTREPRENEURS

At the core of any downtown revitalization effort is understanding the need for unique and local shopping and dining opportunities, which are owned by local entrepreneurs. Often times, these business owners and potential business owners need encouragement, support and assistance to make their dreams a reality.

How can Main Street organizations really support these entrepreneurs and small businesses? Entrepreneurship and Downtown: Supporting and fostering local entrepreneurs, the 2014 Virginia Main Street Toolkit, is designed to help communities focus the Main Street Four Point Approach® on exactly that question.

Join the state's engaged network of downtown revitalization professionals and volunteers for this fast-paced, interactive event.

JULY 16-17, 2014

CHARLEY'S  
WATERFRONT CAFÉ  
201 MILL STREET  
FARMVILLE, VIRGINIA

*Hosted by Virginia Main  
Street and Farmville  
Downtown Partnership*

**FARMVILLE**  
— DOWNTOWN —  
PARTNERSHIP

**Virginia Main Street Summer Toolkits** are advanced and targeted training sessions designed to get beyond the basics and provide anyone working to better their community with outcome-oriented revitalization knowledge. Toolkits provide a balanced mix of expert presentations, panel discussions and group work sessions to ensure that every attendee goes home with fresh ideas and a plan for what is next.



# PRELIMINARY AGENDA

\*\*SUBJECT TO CHANGE

## *July 15, Day of Arrival:*

7 p.m. Welcome Reception – Charley's Waterfront Café

## *July 16*

8-8:30 a.m. Attendee Arrival  
8:30-8:45 a.m. Welcome  
8:45-9 a.m. Virginia Main Street update  
9-10 a.m. Restaurant/Retailer/Services Entrepreneur Panel  
10-11 a.m. Entrepreneurial and Small Business Resource Providers Panel

### **11- 11:15 a.m. Break**

11:15 a.m.- 12:15 p.m. Economic Restructuring Committee and its Role in Entrepreneurship Development

### **12:15-1:30 p.m. Lunch On Your Own**

1:30-2:30 p.m. Creative Financing: Getting entrepreneurs the financing they need

### **2:30-2:45 p.m. Break**

2:45-3:30 p.m. Business-to-Business Mentorship Networks  
3:30-4:15 p.m. Community Incentives: A strategy for attracting entrepreneurs  
4:15-4:30 pm. Wrap up  
4:30 p.m. Adjourn and Shop downtown  
5:30 p.m. Cocktail Hour at Moton Museum (Cash Bar)  
Robert Russa Moton Museum, 900 Griffin Blvd. Cash Bar.  
6:30 p.m. BBQ Dinner Event at Moton Museum  
A casual dinner buffet and a time to network with your peers.

## *July 17*

8-8:30 a.m. Attendee Arrival  
8:30-10:15 a.m. DRIVE Tourism Initiative  
Tying Businesses into Regional Strategies

### **10:15-10:30 a.m. Break**

10:30-11:30 a.m. Ideas for building your new business community: Connecting for success  
11:30 a.m.-12:30 p.m. Taking it Home: Making an action plan to implement what you have learned  
12:30-1:30 p.m. Lunch  
1:30-2 p.m. Wrap up  
2 p.m. Adjourn and Shop downtown

## ACCOMMODATION INFORMATION

Room blocks are available at the following hotels for \$83.00 plus tax.

**Hampton Inn (20 rooms available)**  
(434) 392-8826

**Comfort Inn**  
(434) 392-8163

**Days Inn**  
(434) 392-6611

**Longwood B&B (5 rooms available)**  
(434) 395-2617

In order to take advantage of these special group rates, guests must ask for the rates at the time of booking and reference the group code "VMS Toolkit."

A welcome reception at Charley's Waterfront Café, located at 201 Mill Street, Farmville, is scheduled for Tuesday, July 15 at 7 p.m., so consider staying in Farmville the night before the training.

**\*\*Deadline for registration is July 7, 2014.**

## FOR MORE INFORMATION CONTACT

Virginia Main Street  
600 East Main Street, Suite 300  
Richmond, VA 23219  
(804) 371-7041  
[www.dhcd.virginia.gov/mainstreet](http://www.dhcd.virginia.gov/mainstreet)



Alexis Thompson, Community Revitalization Program Manager  
Brad Belo, Community Revitalization Specialist  
Joy Rumley, Community Revitalization Specialist

## REGISTRATION FEE AND DEADLINE

A welcome reception at Charley's Waterfront Café, located at 201 Mill Street, Farmville, is scheduled for Tuesday, July 15 at 7 p.m., so consider staying in Farmville the night before the training.

<b>Full Registration</b> Both Days	\$65
------------------------------------	------

### Single-Day Registration

Day One Only	\$40
Day Two Only	\$25

Dinner is included in the registration for "Both Days" and "Day One Only" registrations. Guests are welcome, but must register separately.

Dinner	\$20
--------	------

The registration fees include all training materials and meals as indicated, as well as the Welcome Reception. You will receive a registration confirmation by email. A detailed agenda, directions and parking instructions will be sent out prior to the training.

### Wednesday, July 16

Day One Includes:

- Morning and afternoon refreshments
- Toolkit training sessions
- \$10 gift card towards a downtown lunch
- Main Street managers will be invited to attend a designated lunch to discuss updates in Virginia's program

**Included in Day One:**  
**Wednesday, July 16**

**6:30 p.m.**

Dinner Event at The Robert Russa Moton Museum, 900 Griffin Blvd

- Casual BBQ dinner
- Guests are welcome, but must register separately
- Cocktail hour at 5:30 p.m. (cash bar)

**Thursday, July 17**  
**Day Two Includes**

- Morning refreshments
- Toolkit training sessions
- Lunch on site